



The URGE to Help

Jai Rajkumar



While a full-fledged education and experience in the field one wishes to work in forms an excellent platform, all of us need a starting point. And it isn't necessarily too late to begin one's career while learning on the job and acquiring the skills needed from people around, who have already mastered the task!

A beneficial transition

For a long time, 41 year old Mrs Jai Rajkumar saw herself as a humble housewife, taking care of the family and household chores. However, when her husband, who owns and operates cashew processing factories under the name 'Intersnack Rajkumar Implex' from, more than 20 years decided to expand, she saw a role for herself to assist him. Thus, with the support of her husband and their children, she developed the interest.

Understanding the nature of work

Since this was an on the spur decision, she did not receive any formal training before joining the factory. Once she decided to get involved, she started by visiting the factories to observe the nature in which they functioned. After a few visits, she started learning about the process from senior employees. She strongly believes this has helped her understand the intricate details more clearly and has led her to utilize the learning's to work effectively.

Thus, she learnt the needed skills on the job from family and from the old experienced employees in the organization. Her initial involvement kindled the interest and desire to contribute to the growth and success of the family enterprise.

Taking the enterprise forward

Fluent in Hindi, Tamil and English, Mrs Jai now has ten years of experience in the cashew sector and has played a mighty role in bringing the company forward and helping it reach new levels of excellence.

In the enterprise of more than hundred employees, her work involves processing and operation monitoring. Her main focus lies on monitoring output, analyzing daily operations results from each factory, identifying deviations and coordinating to ensure corrective action to arrest inefficiencies. She also undertakes additional responsibilities of worker skill enhancement.

Their unique attributes

The enterprise boasts of a single roof processing technology and has all mechanized operations under one roof which enables better process control, thereby creating confidence in the buyers' mind about the product. Over the years, it has resulted in building a reputation and credibility which commands a premium.

Getting labor isn't a hassle

Speaking of labor availability in the region, she said factories are located in places where labor is not a big problem. While other manual factories have difficulties in getting labor especially for the shelling and cutting sections, this is not a major issue in their factories which have mechanical shelling. Labor can be attracted by cleaner factories and better working conditions apart from reasonable wages, she suggests.

As for the facilities provided, she elaborates that they cover all basics including good bathrooms, canteens, transportation and free medical camps.

The male mindset

Speaking of the males, she thinks there is certain resistance from the employees to accept women from the owner's family. In her opinion, this must be overcome by showing performance and by demonstrating desire and ability to improve the operations which will keep everyone connected with the organization.

In general, men hold the post of supervisors, so it is easy to handle them with weekly and monthly targets.

Women can be leaders

She hopes to improve the position of the women by skill enhancement, improving efficiency to earn more and giving them the chance to rotate in different sections to reduce fatigue or boredom. Both lack of opportunity and lack of interest prevent them from becoming leaders in the industry.

A difficult task

Elaborating on the challenges, she says ensuring skilled labor in respective sections and implementing knowledge in latest technology as per food safety standards stand as difficult tasks. To overcome this, she suggests regular training for skill enhancement; better process control to ensure quality and food safety, reducing wastages and increasing productivity will be helpful.

Hoping to be an achiever

Speaking of her family, she says they are very supportive and she balances her personal and professional life with their help coupled with efficient time management.

To stay afloat and rise above, she tries to have a focused approach to tasks, inculcate systems over aphorism and by being a continuous learner. She also seeks analysis of problems to find solutions and bottlenecks to improve efficiency and enhance productivity.

Her work is a source of fulfillment and gratification to her and in the years to come, she sees herself as a high achiever, enabling women empower themselves in the cashew industry.

